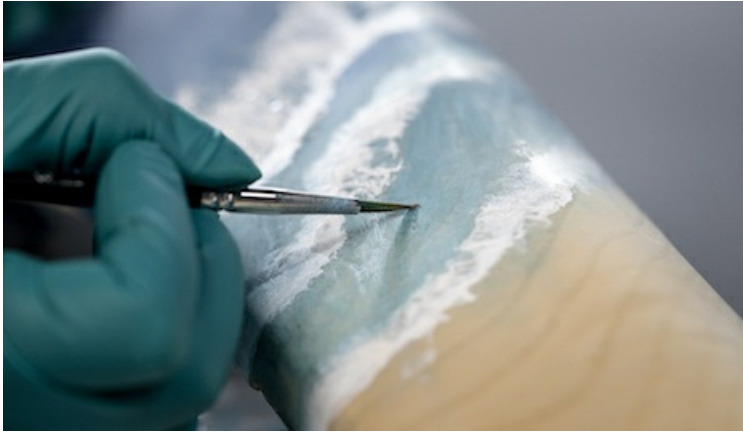


AUTOMOTIVE

Rolls-Royce to exhibit technical expertise for London Craft Week 2023

May 1, 2023



In light of London Craft Week, the marque is placing French Riviera-themed car elements on display. From May 8 through May 14, 2023. Image credit: Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is bringing a strong sense of both heritage and technical know-how to an annual observance.

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In light of London Craft Week, the marque is placing French Riviera-themed pieces on display. Odeing a destination with decades of rich travel history among the luxury cohort, Rolls-Royce will go live with the exhibition at the company's Mayfair flagship showroom from May 8 through May 14, 2023.

"As a brand that has always been synonymous with luxury, refined elegance, and exacting levels of craftsmanship, London Craft Week is an important event in our annual calendar," said Boris Weletzky, regional director of the U.K., Europe and Central Asia at [Rolls-Royce Motor Cars](#), in a statement.

"The inspiration behind these magnificent works of craftsmanship, created in honor of the event, comes from the French Riviera, a destination many miles away from the Home of Rolls-Royce but a location synonymous with luxury, beauty, and elegance, just like a Rolls-Royce."

Classic in construction

Timed against the week-long annual affair which highlights the best creativity and craftsmanship that Britain has to offer, Rolls-Royce is going live with a presentation of its own on Berkeley Street.

Artisans in charge of customizing each Rolls-Royce model's inner and outer detailing are set to add yet another bespoke commission to the automaker's exclusive lineup.

The commemorative structure starts with updates from the inside, showcasing the talents of a specialty team from the automaker's Interior Surface Center, which takes care of all related finishings, from veneering and sanding to lacquering and polishing.



Rolls-Royce recreated The Riviera's sand beaches before tapping in-house experts to mimic Mediterranean seas. Image credit: Rolls-Royce Motor Cars

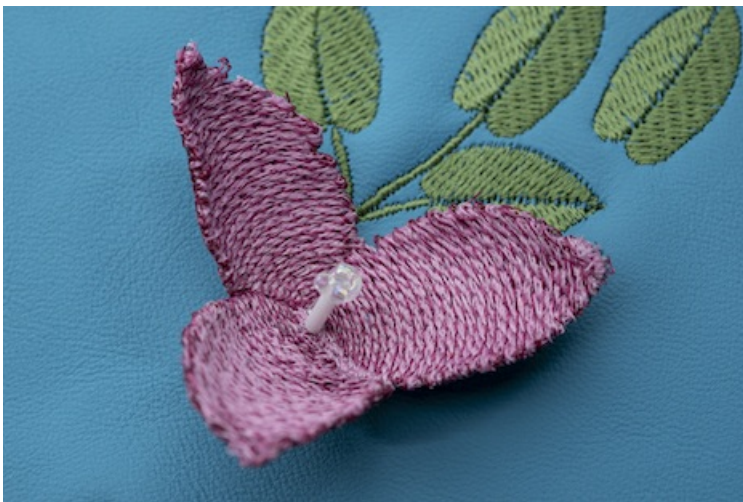
Requiring both handcrafted and high-tech contributions, the expertise of Rolls-Royce's skilled workers is highlighted by an impressive lineup of amendments, beginning with a shoreline-inspired Fascia.

As far as shades are concerned, the marque makes use of the lightest color among its portfolio, titled "Ash Burr," with which Rolls-Royce recreates The Riviera's sand beaches before tapping in-house experts to mimic Mediterranean seas.

The professionals gave the dashboard detail a gradient effect, painting over the initial veneer with a translucent option.

Up above, a headliner rooted in local architectural facets features coastal images hand painted onto Turchese leather embroidered with multi-colored stitching, embodying the area's many hues.

Created entirely out of thread, a set of beaded 3D flowers also grace the exhibition. Altogether, the headliner took 100 hours to complete.



Created entirely out of thread, a set of beaded 3D flowers also grace the exhibition. Image credit: Rolls-Royce Motor Cars

Other characteristics of the execution include the incorporation of four coachline motifs, applied by individuals that comprise Rolls-Royce's Exterior Surface Center. A line of special-edition luxury umbrellas in two-tone Turchese and Arctic White will additionally be made available on-site.

Previous London Craft Week projects have circled around the brand's famed Goodwood facility the 42-acre property is home to company headquarters ([see story](#)).

In 2012, the English campus was extended to include a 2,500 square-meter extension, amounting to about 26,000 square feet of extra space, a move intended to accommodate a growing bespoke business which, according to the company, has more than doubled in size since 2003.

By way of its latest exercise, the automaker is attempting to appeal to this very same base, meeting those in search of hyper-personalized luxury products at a location of significance to its founder.

The automaker explains that, after establishing a villa in the French village of Le Canadel in 1912, Sir Henry Royce spent every winter on the Cte d'Azur until his death in 1933.

Rolls-Royce's new control center attachments and tailor-made treatments honor the early 20th-century connection.

"I am delighted to unveil our portfolio of stunning Bespoke craftsmanship, which will be on display at our flagship residence in Mayfair for the duration of the event," Mr. Weletzky said.

"These beautiful examples of craftsmanship are indicative of the marque's Bespoke capabilities."

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